



DEPARTMENT OF THE ARMY

HEADQUARTERS UNITED STATES ARMY TRAINING AND DOCTRINE COMMAND
FORT MONROE, VIRGINIA 23651-5000

11 FEB 1997

S: 28 Mar 97

REPLY TO
ATTENTION OF

ATBO-ACP (672)

MEMORANDUM FOR

Commanders, TRADOC Installations, ATTN: Directors of Contracting
Commandant, The Judge Advocate General's School, USA, University
of Virginia, ATTN: JAGS-SSL-B, Charlottesville, VA 22903-1781
Director, Mission Contracting Activity-Leavenworth, ATTN:
ATBO-AL, Bldg 58, Fort Leavenworth, KS 66027-5000
Director, TRADOC Contracting Activity, ATTN: ATCA, Fort Eustis,
VA 23604-5538

SUBJECT: BARBARA L. JONES MEMORIAL AWARD

1. In an effort to maximize competition for the Barbara Jones Award and minimize efforts required to submit a nomination package, procedures for selection have been changed. Nomination packages, as such, will not be solicited or accepted. Selection will be based on statistical data from the various reports provided to this office each fiscal year. Statistics will be supplemented with "good news" stories you submit throughout the year. Each year's evaluation will be conducted based on information in hand as of the end of February of the following fiscal year.

2. Since we will be using this new selection process for the FY 96 award, you will be permitted to submit "good news" stories that occurred during FY 96 which did not show up on the various reports. For FY 97 and beyond, you will be responsible for submitting "good news" throughout the fiscal year. Please submit your "good news" stories on plain bond paper (see format at Enclosure 1). Forward them to your installation analyst under a cover memorandum -- no covers, pictures, or graphics except numeric charts/graphs necessary to support your story.

3. We are also moving toward adaptation of the Malcolm Baldrige/Army Quality Performance Improvement Criteria (APIC) for selecting the awardee of the Barbara Jones Award. In that vein, you are requested to explain in narrative form how each "good news" story relates to APIC criteria.

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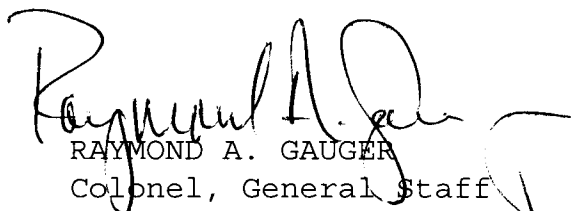
4. APIC criteria are adapted from the seven major categories of the Malcolm Baldrige National Quality Award. These categories provide a solid framework for integrating each organization's overall customer and operational performance requirements. An extract of these criteria, taken from the 1996 Total Army Criteria booklet, is enclosed for your use (see enclosure 2). You may submit as many "good news" stories as you desire. However, they must be tied to one or more of the seven categories. For example, if you sent out customer surveys, they should be explained under category 7.0 Customer Focus and Satisfaction. They may also fit under another category, such as 1.0 Leadership.

5. We may decide to expand these requirements to come more in line with APIC after we evaluate input for the FY 96 award. We will discuss this issue at this year's Acquisition Workshop. Your "good news" items for the FY 96 award must be received by this office by 28 March 1997.

6. POC for this action is Mary Paige, DSN 680-3508 or CML (757) 727-3508.

FOR THE COMMANDER:

Encl
as


RAYMOND A. GAUGER
Colonel, General Staff
Principal Assistant
Responsible for Contracting

GOOD NEWS

1. What happened?

Discuss the "what, where, how, and when" -- explain why it is "good news."

2. Who did it?

Identify participants and part each person played in the successful accomplishment/event.

3. What was result?

Discuss success of accomplishment/event. If accomplishment/event was not fully successful, discuss lessons learned. Show how the risk paid off, and how future accomplishments/events will benefit by the current experience.

4. How does it relate to APIC criteria?

Explain in narrative form how the story relates to APIC criteria. The story must be tied to one or more of the seven categories. For example, if you sent out customer surveys, they should be explained under category 7.0 Customer Focus and Satisfaction. They may also fit under another category, such as 1.0 Leadership.

ARMY PERFORMANCE IMPROVEMENT CRITERIA

1.0 Leadership. The Leadership Category examines personal leadership and involvement in creating and sustaining a customer focus, clear values and expectations, and a leadership system that promotes performance excellence. Also examined is how the values and expectations are integrated into the organization's management system, including how the organization addresses its public responsibilities and corporate citizenship.

2.0 Information and Analysis. The Information and Analysis Category examines the management and effectiveness of the use of data and information to support customer-driven performance excellence and business success.

3.0 Strategic Planning. The Strategic Planning Category examines how the organization sets strategic directions, and how it determines key plan requirements. Also examined is how the plan requirements are translated into an effective performance management system.

4.0 Human Resource Development and Management. The Human Resource Development and Management Category examines how the work is enabled to develop and use its full potential, aligned with the organization's performance objectives. Also examined are the organization's efforts to build and maintain an environment conducive to performance excellence, full participation, and personal and organizational growth.

5.0 Process Management. The Process Management Category examines the key aspects of process management, including customer-focused design, product and service delivery processes, support services, and supply management involving all work units, including research and development. The category examines how key processes are designed, effectively managed, and improved to achieve higher performance.

6.0 Business Results. The Business Results Category examines the organization's performance and improvement levels relative to competitors in key business areas, product and service quality, productivity and operational effectiveness, supply quality, and financial performance indicators linked to these areas.

7.0 Customer Focus and Satisfaction. The Customer Focus and Satisfaction Category examines the organization's systems for customer learning and for building and maintaining customer relationships. Also examined are levels and trends in key measures of business success, customer satisfaction and retention, business base, and satisfaction relative to competitors.